

THE SMALL BUSINESS BOOK

SIXTH EDITION

A New Zealand Guide for the 21st Century

**Leith Oliver
John English**



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The Small Business Book is the bestselling hands-on guide to running your own business in New Zealand. This new edition is up-to-date, easy to understand and simple to use.

- ✍ If you are tempted to strike out on your own, this is the book that will help you decide if you've got the right stuff.
- ✍ If you want to go into business now, this is the book that will help you to get started.
- ✍ If you are already in business, this is the book that explains a number of strategies for refining your operation and maximising your profits.

The small business sector is, collectively, the biggest business in New Zealand. New ventures are being launched in greater numbers than ever before, and the prospects for success offer hope and a sense of fulfilment to New Zealanders who want to be self-employed. *The Small Business Book* has been written to help you get into business, successfully stay in business and make a good living from being in business.

Leith Oliver is a lecturer in the University of Auckland Business School. He is a principal member of the course development and delivery team for the business growth programs offered by The ICEHOUSE to small and medium sized companies in New Zealand. He has broad experience as an owner-manager of many businesses and currently works with businesses in the areas of strategic planning and the development of management competencies in the fields of finance and accounting, sales and marketing, and operations management.

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SMALL BUSINESS

Topics include

- ✍ Whether to start or not
- ✍ Financial planning
- ✍ How to read financial accounts
- ✍ How to harness the power of digital marketing
- ✍ E-commerce
- ✍ Key legislation
- ✍ Intellectual property protection
- ✍ Franchising
- ✍ Exporting
- ✍ Employing staff
- ✍ Troubleshooting
- ✍ Training and assistance programs
- ✍ The challenge of success!

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